

WKMG

ORDER

Print Date 09/18/12

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Flight Dates 09/19/12-09/27/12

Order Sep 00:15:00

Contract / Revision **259385** /

Original Date / Revision
09/18/12 09/18/12

Advertiser POL/American Crossroads

Agency **Crossroads Media, LLC**

Buying Contact

**66 Canal Center Plaza
Suite 555
Alexandria, VA 22314**

Product
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

**66 Canal Center Plaza
Suite 555
Alexandria, VA 22314**

Sales Office PHI

Sales Region NAT

Agency Ref

Estimate # 1017

Alt Order # **06321916**

<u>Billing Type</u>	Cash
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<u>Order Type</u>	GENERAL
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<u>Billing Cycle</u>	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

Rev Codes	AGY	POL	ISSUE
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Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 117100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	33	\$99,535.00	\$117,100.00	0.00	08/27/12	09/27/12	33	\$99,535.00	\$117,100.00
Totals	33	\$99,535.00	\$117,100.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WKMG	09/21/12	09/21/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----1--		1			\$700.00		0.00				
E 2	WKMG	09/21/12	09/21/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----1--		1			\$1,250.00		0.00				
E 3	WKMG	09/21/12	09/21/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----1--		1			\$700.00		0.00				
E 4	WKMG	09/21/12	09/21/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



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Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1017**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	09/21/12	09/21/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1				\$5,000.00		0.00			
E 5	WKMG	09/24/12	09/24/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$11,000.00		0.00			
E 6	WKMG	09/24/12	09/24/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$700.00		0.00			
E 7	WKMG	09/24/12	09/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$800.00		0.00			
E 8	WKMG	09/22/12	09/22/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1-		1				\$600.00		0.00			
E 9	WKMG	09/23/12	09/23/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----1	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$12,000.00		0.00			
E 10	WKMG	09/23/12	09/23/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$7,000.00		0.00			
E 11	WKMG	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$2,000.00		0.00			
E 12	WKMG	09/27/12	09/27/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1				\$1,000.00		0.00			
E 13	WKMG	09/27/12	09/27/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	---1---	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1				\$1,250.00		0.00			
E 14	WKMG	09/20/12	09/20/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1				\$700.00		0.00			
E 15	WKMG	09/20/12	09/20/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1				\$800.00		0.00			
E 16	WKMG	09/27/12	09/27/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1				\$700.00		0.00			



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Flight Dates 09/19/12-09/27/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1017**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	09/27/12	09/27/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---1---					1	\$700.00		0.00			
E 17	WKMG	09/20/12	09/20/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$9,000.00		0.00			
E 18	WKMG	09/20/12	09/27/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---1---	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---					1	\$500.00		0.00			
Week:		09/24/12	09/30/12	---1---					1	\$500.00		0.00			
E 19	WKMG	09/25/12	09/25/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$1,250.00		0.00			
E 20	WKMG	09/25/12	09/25/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$700.00		0.00			
E 21	WKMG	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$18,000.00		0.00			
E 22	WKMG	09/25/12	09/25/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$500.00		0.00			
E 23	WKMG	09/25/12	09/25/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$15,000.00		0.00			
E 24	WKMG	09/19/12	09/26/12	M-F David Letterman David Letterman	CM	1136p-1238a	--1----	:30	1	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----					1	\$1,000.00		0.00			
Week:		09/24/12	09/30/12	--1----					1	\$1,000.00		0.00			
E 25	WKMG	09/19/12	09/19/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----					1	\$1,250.00		0.00			
E 26	WKMG	09/26/12	09/26/12	2-3p The Talk The Talk	CM	2-3p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----					1	\$700.00		0.00			
E 27	WKMG	09/26/12	09/26/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--1----					1	\$800.00		0.00			
E 28	WKMG	09/19/12	09/19/12		CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00



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Flight Dates 09/19/12-09/27/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1017

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
CBS This Morning The Early Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	--1----					1	\$700.00		0.00			
E 29	WKMG	09/19/12	09/19/12	Survivor 90min Premiere	CM	Wed 8p-930p	--1----	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
				Survivor 90 Min Ssn Prerr											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	--1----					1	\$12,000.00		0.00			
E 30	WKMG	09/21/12	09/21/12	Fri Prime 8p	CM	8-9p	----1--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				Undercover Boss											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	----1--					1	\$4,000.00		0.00			
E 31	WKMG	09/22/12	09/22/12	Sat Prime 10p	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				48 Hours Mystery											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-----1-					1	\$4,000.00		0.00			
Totals														33	\$117,100.00